

UNIT 1: DIGITAL MEDIA AND AUDIENCES

Media Sectors:

include film, TV, Audio, Publishing, Games, Website, Gaming Sector refers the different industries creating media products

Synergy

refers to the way Media makes links across sectors to co-promote products. For example Heat & Big Brother or Disney & Computer Games

Types of Media Product

Analogue

traditional Media which refers to physical data – eg. vinyl records, old television broadcasts etc.

Digital

refers to media that is digitally produced and stored eg. film, TV, audio, Publishing, Games.

Name a specific type of product from each of the digital sectors above.

What are the advantages & disadvantages of Analogue and Digital Media?

Media Products & Processes

The 5 Stages of Media production are:

- 1) Pre-production
- 2) Production
- 3) Post-production
- 4) Distribution
- 5) Exhibition/Consumption

Name a task within each stage

Understand & Remember

ALL key words and terms

Digital Media Platforms & Devices

Platform

is the means by which the media is distributed eg. TV, Cinema, Digital Download, Radio, CD, Online, DVD etc.

Devices

is the way that the media product can be accessed (watched/consumed) eg. Mobile, TV Phone, Computer, Games console.

Technology & Consumption

The Impact of Digital technology on Audiences...

1. Immediacy
2. Access
3. Convenience
4. Portability
5. Connectivity

Give an example of each of the points above

Digital Media also enables **Interactivity** and

Personalisation

Interactivity is ability for Audiences to Interact with the product/producer. Personalisation is the consumers ability make the products personal to them

State how media can be interact and personalised

Types of Audience

Primary

the Target Audience who the product is for.

Secondary

Additional Audiences not in the Target Group – eg older viewers for TV targeted at young people

Individual

engages with the product (reader, social network etc.) alone – privacy, convenience, control, individuality

Group

engages with others – (gaming, cinema, TV etc.) social interaction, competition, belonging, sharing.

Audience Theories

Passive

Audience does not interact with Product.
Audience accepts the media message

Hypodermic Needle theory

Active

Audience interacts with the product.
Audience has control over why they use media –

Uses & Gratification Theory

Give examples of the Advantages & Disadvantages of each theory

Communication of meaning to Audiences

Media products communicate meaning through **Codes** or **Signs**

Codes or signs can have a literal, real meaning **Denotation** or **Connotation** which is the implied, suggested meaning.

Codes You need to understand how the following codes are used in media products.

Shots – Establishing shot, CU, XCU, MS, POV, OTS

Angles - Low, High, Aerial, Canted etc.

Movement – Panning, tracking, zoom, reverse zoom, slow motion, hand held.

Colour – Contrast, brightness, B&W, filters, use of symbolic colour

Composition – Rule of thirds, layout, text to image ratio, juxtaposition

Mise-en-Scene – Dress, costume, hair, make-up, props, setting, body language

Lighting – Directional, natural, silhouette, shadows, low key, high key

Editing – Cuts (cutaway, jump, match) transitions, fade to black, pace

Sound – Diegetic, non-diegetic, voiceover, sound effects, dialogue, music.

What meaning can each of these codes create for audiences?

Producer Control

Regulatory bodies are responsible for restricting the content of media products

ASA : Advertising Standards Authority

BBFC – British Board Film Classification

PEGI : Pan European Game Information

OFCOM: Office of Communications

Purpose of Codes

Codes can be used to create the following meaning:

- To Create mood, atmosphere, excitement, genre & style
- To direct the viewer, to draw attention to person, character or detail
- To indicate a time period, theme, change in time or mood
- To make the subject look better or worse

Use of Codes

Groups of codes create wider meanings:

- **Representations** – how a person or group is presented to the Audience (**positive? negative?**) Are stereotypes used? **How? Why?**
- **Genre** – how do the codes form a clear, typical genre? Is the genre challenged? **How? Why?**
- **Narrative** – how do codes fit together to show storyline, plot structure, themes, narrative voice, characterisation?

Understanding Audience through research

Audience Statistics

Ways of monitoring the Audience through circulation, box office figures, hits, ratings

Types of Research & Research Methods

Primary

information obtained first hand from Audience. Methods include questionnaires, surveys, interviews, focus groups

Secondary

Information gathered from existing sources. Methods include internet research, library, archives etc.

What are the advantages and disadvantages of each type & method?

Types of research

Qualitative

measuring opinions, attitudes, beliefs etc.

Quantitative

measuring number how much, how many

Audience Profiling

Demographics (gender, age, occupation, race)

Profiles (gamer, surfer etc.)

Consumer Behaviour (genre, consumption)

Key research terms

Objective – research that is factual & does not give a personal opinion.

Subjective - research that include personal opinion.

Valid & Reliable - research based on a good, fair sample.